

# CDC'S Rx AWARENESS CAMPAIGN: RESEARCH AND PILOT TESTING

In 2017, CDC launched *Rx Awareness*, a campaign to raise awareness of prescription opioid abuse and overdose.

## CAMPAIGN GOALS

- ▶ Increase awareness that prescription opioids can be addictive and dangerous.
- ▶ Lower non-medical/recreational prescription opioid use.
- ▶ Increase the number of patients seeking safe and effective alternatives for pain management.

## CAMPAIGN FOCUS

- ▶ Adults ages 25–54 who have taken prescription opioids at least once.



## Rx AWARENESS PILOT LAUNCH OVERVIEW

In 2016, CDC ran a 14-week campaign pilot in Ohio, Oregon, Rhode Island, and West Virginia.



## CAMPAIGN PILOT MATERIALS



Testimonial Videos



Billboards



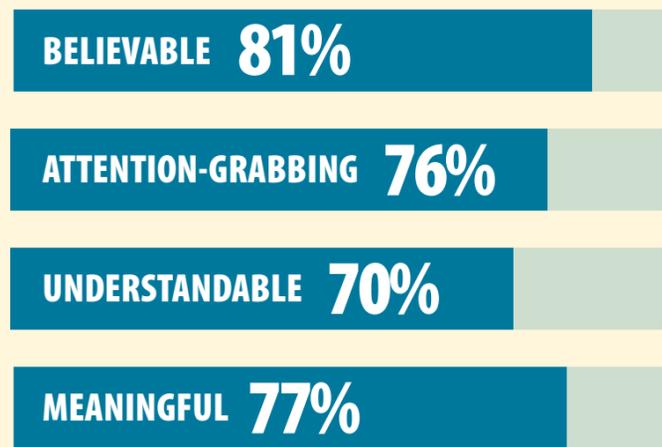
Radio Ads



Digital Banner Ads

## PILOT SUCCESSES

CDC surveyed audiences who were exposed to the campaign messages. Audiences thought the campaign was:



- ▶ Radio ads, video ads, and online bumper ads were believable.
- ▶ Billboard was “simple and to the point.”
- ▶ Understood that the purpose of the campaign was to prevent prescription opioid misuse.
- ▶ Speakers were relatable and looked like people in their community.



## PILOT RESULTS

*Rx Awareness* campaign materials helped to increase audiences’:

	BEFORE CAMPAIGN	AFTER CAMPAIGN
<b>Awareness</b> about prescription opioid overdose	76%	<b>91%</b>
<b>Understanding</b> that using prescription opioids the wrong way could lead to addiction or overdose	84%	<b>93%</b>
<b>Likelihood of asking</b> their doctor for alternatives to prescription opioids	16%	<b>71%</b>
<b>Plans to tell</b> friends and family about the risk of prescription opioids	3%	<b>62%</b>
<b>Plans to avoid</b> prescription opioids recreationally or medically	43%	<b>73%</b>

To learn more about the campaign, visit [CDC.gov/RxAwareness](https://www.cdc.gov/RxAwareness).



CDC is working to protect Americans and end the opioid overdose crisis.